

FSC-34-A	2/23/96	TO: ROM
SUBJECT: May Partners DORAL B2G1F		
DISTRIBUTION:		
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(Please disseminate to appropriate personnel.)

Enclosed are step-by-step procedures to handle the DORAL May B2G1F partner promotion. Since we are still transitioning to the partner concept, the procedures and support are designed to be flexible to make the right decisions for RJR and our partners. Keep in mind, our objective is to build a universe of partners sufficient to drive our business long-term. As more accounts sign up on our retail partner's programs, the process will simplify itself in getting the right number of sku's to each partner account.

Short-term, additional non-charged sku's need to be allocated to our partner's (above their standard accrual of sku's) to effectively implement our 1996 retail plan and provide necessary promoted volume. A process has been developed to effectively allocate these additional sku's.

**Additional allocations of the DORAL B2G1F Partner Promotion should be allocated to our "Partner Accounts" only. Workplan resources should not be allocated to PM exclusive or non-partner accounts.**

The following pages detail the May DORAL B2G1F Partners process.

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R. J. REYNOLDS TOBACCO COMPANY

Attachments

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